

Figure 8-2 - Marketing Strategy

Marketing Strategy For Downtown Circulator Services

The purpose of the circulator marketing program will be to inform visitors, workers, and residents about the new Downtown Circulator services, to ensure that people understand where buses operate and how they can benefit from the service, and to generate acceptance and usage by tourists, business travelers, downtown workers.

This will be accomplished by

- Developing an identity that suggests benefits for tourists, business travelers, and downtown workers, while also calling attention to the capital's revitalized historic downtown center
- Developing an identity and supporting graphic materials that differentiate the service from regular transit alternatives, while suggesting that it provides important links within the existing transportation network
- Designing a vehicle paint scheme that is highly visible and that provides visitors and other downtown pedestrians with a clear picture of why the service is special
- Developing distinctive route maps in both a schematic and a full street-map format
- Developing route-specific bus stop signs
- Designing an internet web site for the new service, plus graphic elements that can be incorporated in the web sites of neighboring businesses and agencies
- Encouraging the National Park Service, Smithsonian, the downtown BID, and others to include the routes on maps displayed on the Mall and on downtown streets
- Developing graphic concepts that can be incorporated in Metrorail maps and brochures and in privately published DC maps and tour guides
- Producing a full color visitor guide and map in a single-sheet tabloid format for distribution in hotels, at Metrorail stations, and on the Mall

Target audiences include

- (1) Workers who commute to downtown Washington via Metrorail but who do not use Metrobuses for travel to cross-town meetings or for access to lunch or shopping downtown
- (2) Workers who commute to downtown Washington via private automobile and who are unfamiliar with cross-town travel options
- (3) Workers who commute to downtown via Metrobus who can benefit from faster, more frequent, and more direct bus links
- (4) Visitors staying in hotels within the immediate downtown
- (5) Visitors who use Metrorail to reach Capital tourist destinations
- (6) Visitors who attempt to reach Capital tourist destinations with their private automobiles

- (7) Convention Center attendees and other business travelers who need transportation to and from hotels, restaurants, Capitol Hill offices, Smithsonian museums, and national monuments
- (8) Information center staff, hotel clerks, and others who answer visitors' questions about capital attractions
- (9) Authors and publishers of Washington, DC travel guides
- (10) Federal agencies and private employers who can save money by encouraging their workers to use low-cost shuttles instead of taxis and private shuttles
- (11) Residents who conduct personal business and shop downtown

Marketing vehicles to be employed will include:

- A name and logo for the new service
- Vehicle graphics and paint schemes
- A schematic route map designed for use in Metrorail promotions, in Smithsonian and National Park Service publications, and elsewhere
- Route-specific bus stop signs
- Web site promotions, with graphic elements that can be used by neighboring agencies and businesses in their own web sites
- Promotional posters for display in Metrorail stations and in rail cars
- A single-sheet tabloid "Visitor Guide" that will include maps and related visitor information about how to take advantage of the Circulator service
- Counter-top displays and outdoor newspaper vending machines for distribution of the tabloid visitor guide
- Ticket, multiple-day, and monthly pass sales to individuals, groups, government agencies, and private employers.

The market position will be a convenient, easy-to use, and inexpensive transportation service utilizing clean-fuel vehicles to offer tourists, business travelers, and downtown workers direct, frequent, and easy-to-understand access to key Washington, DC destinations, including dining and shopping opportunities in Georgetown and a revitalized historic downtown.